

the *Chronicle*

Philadelphia Regional Chapter
Medical Library Association, Inc.
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Mini-Medical School for Librarians

On March 28, 2003, the Philadelphia Regional Chapter of MLA, along with PALINET and with the generous support of J.P. Jay and Associates and the American Association of Cancer Research, offered the CE event: Mini-Medical School for Librarians. The full-day program, held at Thomas Jefferson University, was an enormous success. Registration for the course sold out, with 84 individuals attending. Participants came from as far north as Queens, New York and as far south as Charlottesville, Virginia. Librarians from academic, public, and special libraries attended, as well as library and information science students.

The six speakers were immensely informative and surprisingly entertaining! All came armed with interesting PowerPoint materials and fascinating anecdotes and facts. The question and answer sessions which followed were lively and popular.

Peter Jucovy, M.D., from the Philadelphia VA Medical Center, led off the program with a factual and anecdotal presentation of the course and nature of medical education, drawing upon his experience as both an educator and a student. Particularly interesting were his delineation of a day in the life of a medical resident and discussion of individual patients he encountered during his training.

The second speaker was Brit Sanford, M.D., from Thomas Jefferson University, who amazingly made his area of anatomy and physiology fun! Who would have thought that anatomy and physiology could be amusing? He was very informative, and had wonderful visuals.

Third to present was Jana Mossey, Ph.D., M.P.H., M.S.N., from Drexel University's School of Public Health. Her coverage included a concise definition of "public health" (what we as a society do collectively to assure the conditions in which people can be healthy), and a discussion of the highlights of the history of public health, the field of public health, and its place in the medical school curriculum.

Dorota Szarlej, Pharm.D., from Thomas Jefferson University, spoke on the topic of "pharmacology pearls," providing the audience with an overview of pharmacologic principles and the role of the pharmacist. Her clarification of drug nomenclature was especially helpful.

Jonathan Cheng, M.D., from Fox Chase Cancer Center, presented "Cancer 101." He covered a range of topics, focusing on therapy, such as surgery, radiation, and chemotherapy. Especially informative and useful were his discussions of cancer staging and clinical trials, including ethical issues.

The last speaker of the day was Catherine Datto, M.D., from the University of Pennsylvania, a geriatric psychiatrist, who provided an introduction to the field of mental health. Dr. Datto noted the different types of mental health professionals, and described the major mental health disorders and treatments.

All attendees received a nicely bound syllabus of the program, and Medical Library Association continuing education credits were awarded. §

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Note from the *Chronicle* editors: Special thanks to Dan Kipnis and his CE Committee for doing such an excellent job, and to Joan McKenzie for the photographs that accompany this article.



View of classroom



AARC Display



Dan Kipnis, Chapter CE Chair, opening the session



Catherine Datto, M.D.



Britt Sanford, M.D.



Jana Mossey, Ph.D., M.P.H., M.S.N.



Jonathan Cheng, M.D.



Peter Jucovy, M.D.



Lunch break

Letter from the Incoming Chair

As my first order of business, I would like to inform everyone that last year's Chair-Elect, Nina Long, was forced to resign for health reasons. On behalf of the entire Chapter, I would like to send Nina a hearty get-well wish. I have been keeping in touch with her and she is doing well. She is undergoing treatment at Thomas Jefferson University Hospital where her physicians have given her a good prognosis for a speedy recovery. Nina is still working at the Wistar Institute, but does at times feel physically drained between her treatments and work. She would like to thank everyone who has sent her well wishes, Email, and get well cards. They are really appreciated.

Since Nina had to step down, and I was elected Chair-Elect, I have moved directly into the position of Chair. I do feel somewhat prepared to assume this position, having just served on the Board as Secretary. The rest of the Chapter Board has been great to work with during this transition, and I would like to thank them for their assistance and patience. The upcoming transitional board meeting will be held on July 16th at the University of Pennsylvania Biomedical Library. I look forward to this meeting as the kick-off for a very successful year for the Chapter, especially with the QuintEssential Conference scheduled for Philadelphia this October.

As you probably know, our Chapter will be co-hosting the first ever, five-chapter, joint meeting with the Philadelphia SLA Chapter. Also in attendance will be the Pittsburgh Chapter, where I got my start serving on a Chapter Board as their Treasurer/Membership Chair. Rounding out the five are the New York/New Jersey and the Mid-Atlantic chapters of MLA. I strongly encourage everyone to consider attending this conference. From my work on the conference program committee, I know that this conference will have a lot to offer.

For anyone who has not previously attended a joint chapter meeting, it promises to be rich in content and lots of fun, providing the opportunity to network with colleagues in

neighboring regions. Over the years I have made many good friends by attending joint meetings. I am looking forward to showing off Philadelphia, as I hope all of you are. Finally, I would like to welcome all the new board members, Lenore Hardy as Chair-Elect, Melanie Cedrone as Secretary, Stephanie Ferretti as Treasurer (effective July 1), Gary Childs as Membership Chair, and Mary McCann as Benchmarking Chapter Educator. I would also like to thank all of the outgoing board members for their dedicated work. They are Karen Albert, Jo-Ann Babish, Pat Heller, Nina Long, and Rachel Resnick. They will be missed at our meetings this year. §

Brad Long
Chair, 2003-2004
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From the Editors

This is a bittersweet note since it marks the last issue that our team of *Chronicle* editors will work on together. Following this issue, Nancy Calabretta and I will step down from our roles as Co-Editors. Thankfully, Linda Katz will carry on with this wonderful, challenging job.

Editing the Chapter newsletter has been a terrific experience. I've especially enjoyed sharing this work with my two Co-Editors, Linda Katz and Nancy Calabretta. Both are outstanding professionals, who are energetic, creative, and supportive. It is amazing how much work is involved in producing an issue, even when divided among the three of us!

As Co-Editors of the *Chronicle*, Nancy and I have been privy to the latest Chapter and Member news and have gotten to know and interact with many interesting librarians. We've enjoyed thinking like reporters, turning events and issues into *Chronicle* stories. We want to express our appreciation to the many Chapter members who willingly submitted articles, with very little arm-twisting. We also want to commend our outstanding formatter, Nancy Spedding, who has always patiently endured the multitude of changes and corrections thrown at her prior to declaring an issue "final."

While Nancy and I will be taking a rest from writing and editing, we will surely remain interested and involved. We thank you for granting us the opportunity to serve you and the Chapter in this role. Your comments, suggestions, and submissions will always be welcome. §

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Linda Katz
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Chapter Election Results (2003-2004)

Elected officers of the Chapter include: Chair, Chair-Elect/Program Committee Chair, Secretary, Treasurer, Chapter Council Representative, Chapter Council Alternate, and Immediate Past-Chair. A regular election was held this past spring to fill the offices of Chair-Elect/Program Committee Chair and Secretary. Bradley Long was elected Chair-Elect and Melanie Cedrone was elected Secretary.

Unfortunately, Nina Long, who was slated to become Chair, resigned upon the conclusion of her term as Chair-Elect/Program Committee Chair because of health considerations. In accordance with our Bylaws, the Chair-Elect (Bradley Long) became Chair and a special election was held to fill the vacated office. That special election took place this past May, with Lenore Hardy receiving 100% of the votes returned.

The Chapter also has a new Treasurer, who will serve the remaining unexpired term of our former one, Linda Katz. A vacancy in the office of Treasurer is filled by the Executive Committee in consultation with the Nominating Committee. The table below summarizes our newly elected officers for 2003-2004. Congratulations to all newly elected officers! §

Chair	Bradley Long Senior Information Services Librarian Scott Memorial Library Thomas Jefferson University
Chair-Elect/ Program Committee Chair	Lenore K. Hardy Director Health Sciences Libraries Drexel University
Secretary	Melanie E. Cedrone Biology/Biomedical Studies Liaison Librarian Biomedical Library University of Pennsylvania
Treasurer	Stephanie Ferretti Associate Director O.J. Snyder Memorial Library Philadelphia College of Osteopathic Medicine

Eric Delozier
Immediate Past-Chair/
Nominating Committee Chair, 2003-2004
epd103@psu.edu

Chapter Benefits from Exceptional Vendor Support

The academic year 2002/2003 was a great one for the Chapter. We received contributions from 15 different vendors, four for the first time, for a total of \$5,000! In alphabetical order, the supporters were:

American Association for Cancer Research
BMJ Publishing Group
EBSCO Subscription Services
Elsevier Science
Emery-Pratt
Health Sciences Libraries Consortium
J.P. Jay Associates
Lippincott Williams & Wilkins
Majors Scientific Books
Rittenhouse Book Distributors
Source One Furniture
Swets Blackwell
TDNet
Thomson ISI
Wert Bookbinding

We heartily thank these vendors for their support, as it enabled us to offer excellent educational and professional opportunities to our Chapter members. §

Gina Kaiser
Development Coordinator
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MLA Benchmarking Network

The Benchmarking Network is available on the members only portion of MLANET at: <http://www.mlanet.org/members/benchmark/index.html>. The information in this database was collected from libraries between December, 2001 and March, 2002.

The site is very comprehensive, providing a variety of educational tools, reports and other information that can be useful when planning and evaluating library services. Our new Benchmarking Chapter Educator is Mary McCann of Pennsylvania Hospital. Mary will be happy to help you to use these tools or will answer other questions that you have about benchmarking. She is best reached via email at mccannm@pahosp.com §

2003 Annual Business Meeting and Dinner

More than 50 Chapter members and guests attended this year's annual business meeting and dinner on April 29, 2003 at the Radnor Hotel in St. Davids, PA. After an inviting selection of hors d'oeuvres and refreshments, everyone convened in the Terrace Room to enjoy his/her choice of a delightfully prepared salmon, chicken, or vegetarian entrée. Following dinner, we conducted our customarily brief business meeting, witnessed the presentation of awards, and concluded with a fascinating talk by Thomas A. Crist, Ph.D. that was titled "Skeleton Keys: Opening the Door to Philadelphia's Past."

This year's awards and winners were:

Grant Program for Professional Development:

Jenny Pierce -- to help defray the costs of attending the AMIA Spring 2003 Congress titled "Bridging the Digital Divide: Informatics and Vulnerable Populations."

Chapter Certificates of Appreciation:

Karen Albert -- for her dedicated work as Chapter Council Representative; encouraging participation in Library Legislative Day; and co-chairing the Chapter's Communications Committee.

Kevin Block -- for his energetic work revising and updating our Chapter's Web pages and managing the MLA-PHIL listserv.

Joan McKenzie -- for her work on the wonderful three-panel poster board that highlighted our Chapter history at last year's Annual Business Meeting and Dinner and 50th anniversary celebration

Chapter Achievement Award:

Linda Katz -- for her outstanding contributions to the organization as co-editor of *The Chronicle*, co-chair of the Communications Committee, and two-term service as Treasurer.

Retiring Members:

Good wishes were extended to **Robert Rooney**, Associate Director of Administration at the Temple Health Sciences Library.

The evening was highlighted by the announcement of the Randy Brenner Consumer Health Award, a new Chapter honor to be granted to an individual (or group of individuals) in recognition of outstanding contributions in consumer health information services or patient education. Dennis Brenner, husband of the late Randy Brenner, made the announcement of the award. Ms. Brenner was a Chapter member and reference librarian at the Reuben L. Sharp Health Science Library of the Cooper Health System from 1989–2002. Further information about the award will be available through the [Chapter's Web page](#).

In closing, I would like to congratulate the Program Committee, chaired by Nina Long, for all their hard work in putting together such an outstanding event. The venue was welcoming and easily accessible; the food was delicious; and the speaker and topic were captivating. I would also like to acknowledge those vendors who have provided significant financial support for this event and other programs throughout the year. The annual dinner and business meeting is a significant financial undertaking for our organization and would very difficult to sustain at an affordable cost to members without their support. §

Eric Delozier
Immediate Past-Chair/
Nominating Committee Chair, 2003-2004
epd103@psu.edu

Thank you to Sue Couch for providing the photographs of the Annual Meeting and Dinner.



Ann Seymour and Dennis Brenner
(husband of the late Randy Brenner)



Gail Gill, Joan McKenzie, and
June Fulton



Left to Right: Lenore
Hardy, Marie
Fitzsimmons, Dan
Kipnis, Gina Kaiser,
and Deb Lovett



Andrea Kenyon presenting Certificate of Appreciation to Joan McKenzie; Eric Delozier



Ann Seymour presenting Certificate of Appreciation to Karen Albert; Eric Delozier



Brad Long and Eric Delozier presenting Certificate of Appreciation to Kevin Block

Linda Katz accepting Chapter Achievement Award from Karen Albert





Ellen Justice, Gretchen Kuntz,
and Ann Seymour



Tables set for dinner at the
Radnor Hotel

Vulnerable Populations and Technology

The Spring AMIA Congress

The American Medical Informatics Association (AMIA) held its annual Spring meeting in Philadelphia this year May 28-30 at the Doubletree Hotel. This meeting was intended to be a working congress and resulted in a set of recommendations by the participants and attendees that will be used to craft a series of white papers issued by AMIA on "Bridging the Digital Divide: Informatics and Vulnerable Populations."

The AMIA white papers, when finalized, will assess the nature of the problem of delivering health information to the most vulnerable people in our communities and define recommendations and an action plan for addressing this problem. A recent IOM report and other studies present overwhelming evidence that there are underserved populations throughout the United States with enormous healthcare disparities "along racial, ethnic and socioeconomic lines." The information and communication technological advancements that have brought so much health improvement benefit to the educated and literate sections of our society have not been universally deployed to our more at-risk and underserved citizens. How can informatics be applied to improve health care access and quality, especially for those beyond the digital divide?

AMIA is a group of professionals diverse in advanced degrees and occupations: librarians of course, but many physicians, nurses, psychologists, information tech gurus, policy specialists, health behaviorists and others interested in the advancement of health information through technology. Attendees at the congress were asked to select one of four tracks on which to focus throughout the 2 1/2 days. Issues & Trends, Strategies, Evaluation Methods, and Dissemination were the choices. Each track was wonderfully

balanced with participants having varied interests and backgrounds. A very competent facilitator and recorder led each track. Attendees were encouraged to stick with a single track for continuity and a better outcome.

Each area focused on defining the elements of an ideal target goal or vision, and then discussed the perceived technological, social, economic and other barriers. Finally, groups brainstormed on potential strategies and recommendations to overcome barriers and define methodologies for evaluating the effectiveness of possible informatics solutions. Policies, funding, research and education were all overarching themes.

The major barriers to reaching the vulnerable and underserved were deemed to be personal and population characteristics, especially basic low literacy skills. This went beyond computer literacy or lack of sufficient access to PCs. Fundamentally poor reading skills and a lack of understanding of how the body works were identified as the core problems. Lack of funding, insufficient legislation or policies, poor communication on the part of health professionals, lack of coordination of government agencies, and lack of standards all ran second to the need to improve basic reading skills. One speaker, Mark V. Williams, MD, underscored this observation with his presentation on “Health Literacy: Can Technology Help Patients Understand?” Dr. Williams' research focuses on the role of health literacy in the delivery of healthcare. His video showed a subset of patients interviewed by researchers. These individuals could not make out a single coherent word, and they lacked basic understanding of any of their illnesses or prescribed medications. They were also embarrassed to reveal their lack of knowledge to their doctors or nurses.

The keynote speaker for the congress was Laura Landro, Assistant Managing Editor of the *Wall Street Journal*. She spoke as a healthcare consumer of her own difficulties in getting full information on treatment options for chronic myelogenous leukemia. She struggled to take an active role in the management of her treatment, and she learned to use information resources on the Internet to obtain the knowledge and self-confidence to demand more accountability from her healthcare providers.

The Robert Wood Johnson Foundation and the National Library of Medicine provided generous support for this congress. Look for a future AMIA national agenda in information and communication technology that will enhance the health and healthcare of underserved populations. §

Christine Chastain-Warheit, MLS, AHIP
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MLA Task Force on Informationist Specialists in Context:

Evolution of the Informationist Concept

The October 2000 Chapter meeting about the informationist concept was the beginning of spirited discussion among our colleagues around the country. In 2002, MLA sponsored a conference at the National Library of Medicine, a Web discussion, and an open forum at the Annual Meeting, all devoted to this concept. Following those meetings, the MLA Board accepted an action agenda drafted by the Informationist Task Force. The action agenda spoke of the information specialist working in the context of a clinical or research setting. Given the debate over the word, "informationist," a decision was made to use the phrase, "information specialist in context."

At the winter 2003 meeting, the MLA Board established a Task Force on Information Specialists in Context (ISIC) to coordinate implementation of the Informationist Action Agenda. The Task Force will identify the duties and qualifications of a Consultant on Information Specialists in Context to act as a project manager for this initiative. Then the Task Force will work with the consultant to:

- seek sources of funding, develop and evaluate model ISIC services and training programs, and prepare background documentation and compile information for publications
- contribute to publications and the Informationist web site on MLANET
- solicit, recommend and fund one or more model programs
- seek partnerships with organizations sharing this interest; and communicate with academic, healthcare and industry leaders about progress
- promote involvement by MLA units in achieving the agenda
- develop a program for the 2004 annual meeting to report to members on progress implementing the Action Agenda
- prepare final report in 2005

The Task Force met at the MLA Annual Meeting to review the possible role and qualifications of the consultant. Future meetings will be conducted by email and conference call. There will be an opportunity for MLA members to hear from the consultant and the task force at the MLA annual meeting in Washington. If you are interested in the continuing evolution of the informationist concept, please look for future announcements of an open forum to be held in Washington next year. §

Diane Wolf
Task Force Chair
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MLA Awards – Request for Nominations

You can make a difference! Nominate yourself or an outstanding colleague for one of the MLA Awards mentioned below.

Lois Ann Colaianne Award for Excellence and Achievement in Hospital Librarianship

This award, is given to a member of the association who has made significant contributions to the profession in the area of overall distinction or leadership in hospital library administration or service, production of a definitive publication related to hospital librarianship, teaching, research, advocacy, or the development or application of innovative technology to hospital librarianship. The recipient receives a cash award of \$500 and a certificate.

Estelle Brodman Award for Academic Medical Librarian of the Year

The award recognizes an academic medical librarian, who at mid-career demonstrates significant achievement, the potential for leadership, and continuing excellence. The Award was established in 1986 with a gift from Irwin H. Pizer. The recipient receives a certificate and a cash award of \$500 at the Association's Annual Meeting.

Majors/MLA Chapter Project of the Year Award

This is a general award for excellence, innovation and contribution to the profession of health sciences librarianship. These attributes must be shown through special projects beyond the normal operational programming of the chapter. The recipient receives a certificate and a cash award of \$500.

Janet Doe Lectureship

The Janet Doe Lecturer is an individual chosen annually by the Medical Library Association for his/her unique perspective on the history or philosophy of medical librarianship. The selected lecture is presented at the Association's Annual Meeting, and is subsequently published in the *Bulletin of the Medical Library Association*. The Lecturer receives a \$250 honorarium, travel expenses to the site of the Annual Meeting, hotel expenses for 1 night, per diem for 1 day and a certificate.

Ida and George Eliot Prize

The prize is presented annually for a work published in the preceding calendar year, which has been judged most effective in furthering medical librarianship. The award was first presented in 1962. The recipient receives a cash award of \$200 and a certificate.

Rittenhouse Award

The award is presented annually for the best unpublished paper (bibliographical, issue or topic based, or report of research results) or web-based project on medical librarianship or medical informatics written by a student in an ALA-accredited school of library and information studies or a trainee in an internship in health sciences librarianship or medical informatics. The Rittenhouse Medical Bookstore in Philadelphia, Pennsylvania established the award in 1967. The author of the winning essay receives a cash award of \$500 and a certificate.

Thomson ISI/Frank Bradway Rogers Information Advancement Award

The award is presented annually in recognition of outstanding contributions for the application of technology to the delivery of health science information, to the science of information, or to the facilitation of the delivery of health science information. The Award has been sponsored by the

Institute for Scientific Information since 1973. The recipient receives a cash award of \$500 and a certificate.

Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences

The medal is presented annually in recognition of distinguished achievement in collection development in the health sciences. Ballen Booksellers International, Inc established the Medal in 1987. Blackwell North North America, Inc currently supports it. The recipient receives an engraved medal, a certificate and a \$1,000 cash award.

Murray Gottlieb Prize

The prize is awarded annually for the best unpublished essay on the history of medicine and allied sciences written by a health sciences librarian. The Prize was established in 1956 by Ralph and Jo Grimes of the Old Hickory Bookshop, Brinklow, MD in order to recognize and stimulate the health science librarian's interest in the history of medicine. The author of the winning essay receives a cash award of \$100 and a certificate.

Lucretia W. McClure Excellence in Education Award

The award honors an outstanding practicing librarian or library educator in the field of health sciences librarianship and informatics who demonstrates skills in one or more of the following areas: teaching, curriculum development, mentoring, research, or leadership in education at local, regional, or national levels. The recipient receives a cash award of \$500.00 and a framed certificate.

Marcia C. Noyes Award

The Noyes Award is the highest professional distinction of the Medical Library Association. The award was established in 1947 and recognizes a career, which has resulted in lasting, outstanding contributions to medical librarianship. The recipient receives an engraved sterling silver Revere bowl at the Association's Annual Meeting.

Fellows and Honorary Members

Fellowship is conferred on Regular MLA members in recognition of outstanding and sustained contributions to the advancement of the purposes of the association. Fellows receive a certificate at the association's Annual Meeting and lifetime Regular Member benefits at no charge.

Honorary Membership is conferred on individuals, not formally MLA members, who have made outstanding contributions to the advancement of the purposes of the association. Honorary members receive a certificate at the Association's Annual Meeting and lifetime Regular Member benefits except voting privileges at no charge.

Nomination deadlines for all awards are November 1. More information and applications are available at <http://www.mlanet.org/awards>, or contact Lisa C. Fried, Professional Development, Medical Library Association, 312-419-9094 ext. 28, mlapd2@mlahq.org. §

MLA Grant and Scholarship Opportunities

The Medical Library Association is pleased to sponsor the following grants and scholarships to practicing health science librarians and to help qualified students study health sciences librarianship in graduate library science programs.

Continuing Education Grants

MLA members may submit applications for these grants of \$100-\$500 to develop their knowledge of the theoretical, administrative, and/or technical aspects of librarianship. More than one CE grant may be offered in a year.

Application Deadline: December 1

Cunningham Memorial International Fellowship

This fellowship is available to health sciences librarians from countries outside the U.S. and Canada. The grant provides up to four months of observation and supervised work in one or more medical libraries in the United States or Canada.

Application Deadline: December 1

EBSCO/MLA Annual Meeting Grants

EBSCO Information Services sponsors four grants of up to \$1000 each to enable medical librarians working in health sciences libraries to attend MLA's annual meeting.

Application Deadline: December 1

Hospital Libraries Section/ MLA Professional Development Grants

This grant, given twice a year, sponsored by the Hospital Libraries Section, provides librarians working in hospital and similar clinical settings up to \$800 for educational or research activities.

Application deadlines are February 1 and August 1.

David A. Kronick Traveling Fellowship

One \$2,000 fellowship covers the expenses involved in traveling to three or more medical libraries in the United States or Canada, for the purpose of studying a specific aspect of health information management.

Application Deadline: December 1

Donald A. B. Lindberg Research Fellowship

The Lindberg research fellowship has been established to fund research that links the information services provided by librarians to improved health care. A \$25,000 grant is awarded through a competitive grant process to a qualified health professional, researcher, educator, administrator, or librarian.

Application Deadline: November 15

Medical Informatics Section/MLA Career Development Grant

This grant provides up to two individuals \$1,500 each to support a career development activity that will contribute to advancement in the field of medical informatics.

Application Deadline: December 1

MLA Research, Development, and Demonstration Project Grant

This grant provides support for research, development, or demonstration projects that help promote excellence in the field of health sciences librarianship and information sciences.

The following are student opportunities:

MLA Scholarship

A scholarship of up to \$5000 will be granted to a student entering an ALA-accredited library school or with at least one-half of the requirements of the program to finish when the scholarship is granted in February.

Application Deadline: December 1

MLA Scholarship for Minority Students

A scholarship of up to \$5000 will be granted to a minority student entering an ALA-accredited library school or with at least one-half of the requirements of the library school program to finish when the award is granted in February. African-American, Hispanic, Asian, Pacific Islander or Native American students who wish to study health science librarianship are eligible.

Application Deadline: December 1

Thomson ISI/MLA Doctoral Fellowship

The Institute for Scientific Information sponsors a fellowship in the amount of \$2000 to foster and encourage superior students who have been admitted to candidacy to conduct doctoral work in an area of medical librarianship or information science. The award supports research or travel applicable to the candidate's study within a twelve-month period. The award may not be used for tuition. The award is granted every other year with the next award scheduled for distribution in 2003.

Application Deadline: December 1

MLA/NLM Spectrum Scholarship

MLA and the National Library of Medicine (NLM) jointly sponsor a scholarship through the ALA Spectrum initiative program. A \$5,000 donation each year supports minority students in their goals to become health sciences information professionals. For more information, contact the ALA Spectrum program at 800.545.2433 x4276 or email the [Spectrum Inquiry Line](#).

Application Deadline: March 1

Application deadlines for all grants and scholarships are December 1, unless otherwise noted. More information and applications are available at www.mlanet.org/awards/grants, or contact Lisa C. Fried at MLA Headquarters at mlapd2@mlahq.org. §

Experts Meet to Discuss Electronic Publishing Issues in Science

The National Academies¹ in Washington, DC recently sponsored a Symposium on Electronic Scientific, Technical, and Medical Journal Publishing and Its Implications. Held on May 19-20, the purpose of this conference was to bring together experts in science, publishing, librarianship, and related fields to examine the implications of electronic publishing of journals on the health of scientific, engineering, and medical research. The symposium included speakers who were both producers and users of these publications. They came together to discuss technical changes in publishing that impact electronic journal production; journal user needs in the biomedical community, responses of publishers to challenges posed by electronic publishing, and new proposals made in view of the changing world of electronic publishing..

The speakers came from a wide variety of backgrounds and included medical informaticians, academic researchers, commercial and society publishers, university administrators, and librarians. Some of the big-name participants were: Michael Keller, CEO, Highwire Press; Bruce Alberts, President, National Academy of Sciences; Patrick Brown, co-founder of the Public Library of Science; Ann Okerson, Associate University Librarian, Yale University; and Clifford Lynch, Coalition for Networked Information.

The first day focused on the current issues of publication costs and models, and legal/copyright questions; while the second day dealt with the future of publishing. All sessions presented diverse points of view, often engendering controversy and more questions than answers.

Keynote speaker, James Duderstadt, President Emeritus of the University of Michigan, labeled the current scientific publishing situation a “chaos of concern.” He noted that publishers are worried about the number of journal copies sold; libraries are forming consortia to help combat price increases, and scientific research now involves more sharing of research data with a continuous publication process.

Michael Keller of Highwire Press, emphasized the need for a reliable, comprehensive digital archive before e-journals can totally replace print. It remains to be seen whether publishers, libraries or other entities will accomplish this task. In his opinion, scientific publishing costs can't be eliminated, even utilizing open archiving models, because the peer review process is still needed, with publishers remaining the trusted providers of this function.

Several commercial publishers' representatives explained that electronic publishing leads to higher sales, marketing, and customer service costs. They cited additional reasons for higher subscription rates: increased journal content; high costs of technology; and the need for constant technological upgrades to provide features such as alerts, metadata, search and linking tools, formats for PDAs, etc.

Although some speakers, like Kent Anderson from the *New England Journal of Medicine*, alluded to the preference of end-users for print – especially among community

physicians – a good number of presenters indicated that many scientific communities are ready to eliminate print entirely.

Librarian Wendy Lougee noted the 215% increase in journal costs over the last five years, with only a 5.1% decline in library subscriptions over the same time period. This year's problems included the further demise of middlemen, evidenced by the Faxon/Rowecom scandal; and the unraveling of the "Big Deal" model, due to severe cost constraints and the lack of use of so many individual titles. She indicated that most library budgets are being cut; at the same time, librarians are recognizing the need to shift away from journal binding and check-in in favor of support for an electronic journal infrastructure. She concluded that librarians and scientists cannot seem to agree on a plan of action for attacking the e-journal related problems.

One of the most interesting developments in this arena is the Public Library of Science, whose founder, Patrick Brown, made a presentation on the PLoS open access model. The original plan was to get large numbers of scientists to refuse to publish in journals that did not provide free online access to content within six months of publication. Although more than 30,000 signed this pledge, few followed through, resulting in little impact on the current publishing situation. With new grant money, PLoS plans to initiate two peer-reviewed journals, to be made freely available online upon publication. They recruited Vivian Siegel, former editor of *Cell*, to serve as PLoS Executive Director. Journal publication expenses will be underwritten by charging authors \$1,500/article, which is not much different from the page and reprint fees assessed by some current journals.

On Day 2, presentations were made regarding publishing in the future, including talks on pre-print servers, institutional repositories, large datasets, and knowledge environments, such as the one sponsored by *Science* magazine on signal transduction

Hal Abelson from MIT spoke about the new DSpace digital publication archive for institutional research. Launched to provide an electronic mechanism for capturing, storing, distributing and preserving the intellectual output of research faculty, this initiative is another attempt to affect a change in the scholarly publishing conundrum. MIT is being joined in this effort by six other university partners: Columbia, Cornell, Ohio State, University of Rochester, University of Toronto, and University of Washington, and they have made the software for this project open source.

Overall, this symposium provided an intriguing and informative look at the complex, controversial world of scientific electronic publishing. For more information, see the symposium website, which also provides a link for an audio webcast of the entire conference. §

Karen Albert
km_albert@fccc.edu

¹National Academies is the new name for the collaboration of the National Academy of Sciences with the National Academy of Engineering (NAE), the Institute of Medicine (IOM), and the National Research Council.

Meet Your Fellow Chapter Members:

Profile #1: Barbara Cavanaugh

Present Professional Position: My present position, for the last two years, has been Head, Veterinary Libraries, at the University of Pennsylvania. The Vet Library has two branches: one at the Vet School on the West Philly campus, and one at New Bolton Center, the School's large animal campus, in Kennett Square. The Vet Library is part of the overall library system at the University.

Previous Professional Experience: I previously worked at Penn as the Health Sciences Libraries Liaison. My home base was the Biomedical Library, and I also worked with the Dental and Veterinary libraries. It was a new position, thanks to Val Pena's creative thinking. It was fun serving the three communities and working in the three environments. I held that position for about seven years. My experience with the Vet School prepared me well for my current position. Prior to that I was Assistant Librarian at Pennsylvania Hospital for many years. I started there on an archives internship, and then was hired as Assistant Librarian. I also worked at Roxborough Memorial Hospital as the manager of the School of Nursing Library and the small Medical Staff library, but returned after a year and a half to Pennsylvania Hospital in an upgraded position. I feel fortunate to have begun my career at Pennsylvania Hospital, so rich in history, and with such a beautiful environment, as well as being an active teaching hospital.

What do you find most interesting about your work? It's been interesting to learn about the relationships between human and animal medicine, how one impacts the other. It's been fun managing a smaller library, while at the same time, being part of the large library system at Penn. I love working at such a large, diverse institution. The Vet school in particular is great to work for. The school has been receptive to integrating library research into the curriculum. The faculty, staff and students all value the library and its importance to their research activities. I enjoy the fact that in a smaller library setting such this, we can offer personal service beyond what is usually possible in a larger library. I enjoy being creative in finding new ways to serve the community. Also, a few years ago, my dog was a cancer patient at the school's hospital, and that experience gave me a great appreciation for the school's mission and the services provided here. It's very rewarding to be part of that.

What qualities or traits do you find most helpful in your work? One of the most important traits is a strong customer service orientation. Also, in this type of position, one must enjoy the whole range of library operations, from the technical to collection development to public services.

What do you enjoy doing "for fun"? I enjoy spending time with my 3 1/2 year old daughter and husband and friends, and am happy when I find free time to read, or better yet, go shopping!

Is there anything about you that others might be surprised to know? I write poetry and, whenever possible, I like to attend writing workshops. My last published poem was about my dog -- so I guess it's very fitting that I'm the veterinary librarian! My more current poems are about my daughter, and will be published soon in a collaborative chapbook called "Writing from the Heart: Voices of Adoption."

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? It's a great way to meet and stay connected with colleagues, and contribute to the Chapter's wonderful offerings.

Profile #2: Barbara Miller

Present Professional Position: UMDNJ Camden Campus Library Director (a newly created position). I'm now the director of both Cooper University Hospital and UMDNJ/Coriell libraries

Previous Professional Experience: I had a variety of jobs before I decided to go to library school...day care worker, Title I reading tutor, a counselor for Big Brothers/Big Sisters, and manager of an Encore bookstore. After I made the decision to go to library school at Drexel, I thought I would like to be a medical librarian. Thanks to Jan Skica (we met while working at Encore Books), I got a job as library clerk at Cooper University Hospital during my second year of graduate school. That was July 1987. I became Library Director of the Sharp Library at Cooper in 1993 and the UMDNJ Camden Campus Library Director in March of this year.

What do you find most interesting about your work? It's always a challenge and there are always new things to learn. Being a librarian gives you the opportunity to keep up with the latest technology -- you might not always know how to do it, but you know about it! Over the years I've had the opportunity to be a Clinical Medical Librarian and I'm about to start a similar program with Evidence-Based Medicine Rounds in July. I find this type of project to be very interesting and I enjoy being part of the clinical team.

What qualities or traits do you find most helpful in your work? Flexibility and creativity are key. Being a team player -- someone who is willing to work with feedback from staff -- is also important.

What do you enjoy doing "for fun"? Travel, travel, travel! Anyone who knows me knows that I love to travel. I've seen a lot of the United States and have camped across this country twice. Now I'm working on other countries. I love Italy, but one of my favorite places is the Greek Islands -- I've been there four times. Probably my most exotic trip was to Turkey. When not traveling, I console myself with hiking, dancing, and music.

Is there anything about you that others might be surprised to know? I once played bagpipes in a bagpipe band and I have danced Flamenco for five years. Right now I'm feeling a bit boring...I need to get another unusual hobby.

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? I must admit I haven't been as active lately because we have had so many serious staffing issues at our library. I miss the contact with the group. This chapter has so many exceptional librarians who have done such great work! I'm always amazed at how much we all accomplish with limited resources. I would encourage members to become actively involved for the camaraderie, and the opportunity to learn from one another. It's so easy to get stuck in your own small world; the group can be such a great resource. I am on the local planning committee for the Quint Meeting, which promises to be a really great meeting. I'm looking forward to reconnecting with the group. §

Edited by Linda M.G. Katz
Linda.katz@drexel.edu

Member & Library News

Barbara Bernoff Cavanaugh, Head, Veterinary Libraries, University of Pennsylvania, is the recipient of this year's Veterinary Medical Student Government (VMSG) Commendation Award. The Award, based on input from the entire student body, was presented at the VMSG Excellence in Teaching Awards Dinner Dance on April 26.

Theresa Cuddy, Librarian at Capital Health System/Fuld Campus, Trenton, NJ, is the lead author of "Controlling Hospital Library Theft," published in the April 2003 issue of the *Journal of the Medical Library Association*.

Dan Kipnis, Education Services Librarian at Thomas Jefferson University's Scott Memorial Library, has an article (with Anthony Frisby), "Teaching Medical Informatics Online," in the Spring 2003 issue of *Academic Exchange*.

Jacquelyn Knuckle, Director of the Medical Library at Chestnut Hill Hospital, Philadelphia, has been elected Chapter Cabinet Chair-Elect of the Special Libraries Association.

Karen Albert, Director of Library Services, Talbot Research Library, Fox Chase Cancer Center, Philadelphia, has been accepted to the September session of NLM's week-long Medical Informatics course, held in Woods Hole, Massachusetts.

Anne Seymour, Associate Director for Information Services at the Biomedical Library at the University of Pennsylvania, has been selected as a candidate for the 2004 MLA Nominating Committee.

Diane Wolf, Associate Director, Medical Libraries at Christiana Care Health System, Wilmington, has been appointed Chair of an MLA Task Force on Information Specialists in Context, a body created to coordinate implementation of the Informationist Action Agenda.

Mindy Paquette-Murphy, Senior Information Scientist, Sanofi-Synthelabo Research, Malvern, PA, is now Chair of the Corporate Information Services Section of MLA. Look for upcoming articles about CISS in *National Network* and *MLA News*. The goal of the Section is to help all librarians, from hospital to academic and corporate, use benchmarking data and learn “administrator-speak” in order to empower themselves.

Lora Thompson, Medical Librarian, Frank D’Agostino Medical Library, Easton Hospital, has received the “Catch a Rising Star” award from the Hospital Libraries Section of the Medical Library Association.

The Hospital Libraries Section of MLA has announced that the following Chapter members are listed on its Scroll of Exemplary Service for 2002/2003:

Karen Albert
Jo-Ann Babish
Nancy Calabretta
Christine Chastain-Warheit
Marion Chayes
Janet Clinton
Barbara Henry
Robert Lyle
Judith Schaeffer-Young
Lora Thompson
Diane Wolf

Royce Best Sargeant has been promoted to Assistant Director for Library Administrative Services at Temple University Health Sciences Center Library; she had been Assistant to the Director.

Staff Changes:

Deborah Sibley has been appointed Deputy University Librarian at the Scott Memorial Library, Thomas Jefferson University. She had been Associate Director for the National Network of Libraries New England Regional Office, based at the University of Massachusetts; prior to that she was Deputy Director of the University of Massachusetts Medical School Library.

Jessica Ward is now Access Services Librarian at Drexel University Health Sciences Libraries, Hahnemann Library. A recent library science graduate, her previous experience was at Drexel’s Hagerty Library.

Tom Cummiskey assumed the position of Manager of Library Services at Doylestown Hospital in December 2002. A recent Drexel M.S. recipient, he was a social worker for twelve years. His previous library experience was at the Camden County Library and at the Delaware Academy of Medicine's satellite library at Presbyterian Medical Center, Philadelphia. §

Linda M.G. Katz
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SLA Members Vote to Retain Name

Probably the most controversial and hotly-debated issue of recent years at a Special Libraries Association annual meeting was this year's proposal to rename the organization. The two choices were: SLA (just the letters) or Information Professionals International. At the final session in which the vote was taken, several past presidents of SLA spoke in favor of changing the name to Information Professionals International. Each described the difficulties they encountered in explaining what was meant by "Special Libraries." They noted that the group is an association of people, not libraries, as the current name indicates. One felt that the proposed name is more modern, and would be better understood and recognized by non-librarians. Speakers in favor of a name change noted that many members currently work outside traditional library settings thereby making the current name less meaningful. One speaker thought that a designation as "information professionals" would help improve salaries.

Despite these arguments, the name change was defeated, and members elected to retain the organization's nearly 100-year-old name. The vote took place at the 94th annual conference in New York City during the annual business meeting. It culminated three years of in-depth study, discussion, and debate among the membership. SLA President, Cynthia Hill, made the announcement on June 11, and said: "The name Special Libraries Association is a highly recognized and respected brand name in the information industry. It stands for professional excellence, ethics and best practices in the management of knowledge-based organizations."

For more information, see the [SLA Branding Vote Result Press Release](#). §

Karen Albert
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Collaborations, Partnerships, and Solutions:

The QuintEssential Conference

Hear speakers on hot, current topics, learn what your colleagues are doing, see demonstrations of the latest products, attend one of ten relevant CE courses, and network with special and medical librarians from New York to North Carolina while attending “Collaborations, Partnerships, and Solutions: The QuintEssential Conference” in Philadelphia this fall. A joint annual meeting of four MLA chapters and one Special Libraries Association (SLA) chapter will be held on October 26–28, 2003. The five chapters are the Mid-Atlantic, New York-New Jersey, Philadelphia Regional, and Pittsburgh Regional Chapters of MLA and the Philadelphia Chapter of SLA.

The keynote speaker for this event will be Robert S. Martin, director, Institute of Museum and Library Services, an independent, federal grant-making agency that supports the nation’s libraries and museums. Martin---a librarian, archivist, administrator, and educator---believes that “museums and libraries build communities because they meet real community needs.”

The benefits of humor in the workplace will be the topic of the Monday dinner speaker, John Morreall, professor at the College of William and Mary in Virginia and review editor for the *International Journal of Humor Research*. Morreall lists increased productivity, reduced stress, and employee connections as direct results of including humor in the workplace.

The meeting will also be filled with educational opportunities as attendees are presented with a choice of CE courses and sessions on topics covering three key areas: new roles, marketing/communicating/user satisfaction, and e-content. Invited presentations will be made by spokespersons from the Pew Internet & American Life Project and other locally and nationally known speakers. A new feature of this year’s meeting will be the master tutorials: interactive, mini-training sessions on a variety of topics

Roundtable discussions start off the last day of this three-day event followed by more invited speaker sessions. Wrapping up the conference will be a luncheon talk with the presidents of MLA and SLA, followed by continuing-education courses.

Complete information about the program, CE courses and other events will shortly be found on the meeting website at <http://www.quintmeeting.org> -- Please check this site periodically for new content.

Get ready to welcome colleagues from around the region and plan on collaborating, partnering, and finding solutions in October 2003. §

Ann Seymour
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**Collaborations, Partnerships, and Solutions:
The QuintEssential Conference, October 26-28, 2003**

WHERE: Sheraton Society Hill Hotel, Philadelphia, PA

WHAT: A joint meeting of:

1. The Mid-Atlantic Chapter of MLA
2. New York-New Jersey Chapter of MLA
3. Philadelphia Regional Chapter of MLA
4. Philadelphia Chapter of SLA
5. Pittsburgh Regional Chapter of MLA

CONTINUING EDUCATION COURSES* on Sunday, October 26, 2003:

1. Copyright in the Digital Age
2. Consumer Health Information and Low Literacy Clients: Partnerships and Solutions
3. Molecular Biology and Genetics for Librarians
4. Super Searcher/Searching the Web (computer lab)
5. Web Usability: Making Content Easy to Find
6. Using Evidence-Based Medicine Databases (computer lab)

CONTINUING EDUCATION COURSES on Tuesday, October 28, 2003

1. Create Your Own Customized Marketing Plan to Target Your Info. Center's Customers
2. Fund Raising is Everyone's Job
3. Introduction to Information Ethics

KEYNOTE SPEAKER on Monday, October 27, 2003, 9 am-10:30 am:

Robert S. Martin, PhD, Director of the Institute of Museum and Library Services (IMLS). The IMLS is an independent Federal grant-making agency that supports the nation's libraries and museums.

DINNER SPEAKER on Monday, October 27, 2003, 6 pm-9 pm:

John Morreall, PhD, will explore the benefits of humor in the workplace.

LUNCHEON SPEAKERS Tuesday, October 28, 2003, 11:30 am-1 pm:

Patricia Thibodeau, President of MLA and Assoc Dean for Library Services, Medical Center Library, Duke University

Cynthia Hill, President of SLA, Manager, SunLibrary Sun Microsystems, Inc, Palo Alto, CA, San Jose State University School of library and Information Science.

PRELIMINARY PROGRAM:

Sunday, October 26---CE Courses and Evening reception

Monday, October 27---Continental Breakfast, Keynote, Concurrent Program Sessions, and Dinner Reception.

Tuesday, October 28---Breakfast Roundtables and Meetings, Concurrent Program Sessions, Luncheon Speakers and CE Courses.

*CE course schedule is tentative.

From the Membership Committee

As I finish my term as Chair of the Membership Committee, I would like to thank the Committee for its work – Sue Couch, Gary Childs and Ann Laliotes. Gary Childs has agreed to be the Chair for the next two-year term and I know he will be a great resource! Look for some changes soon on the Chapter's website directory – the Membership Committee will be working on updating the web and pdf contact section of the online directory.

Our final membership total for 2003 is 170 members, 13 of whom are new members to the Chapter this year. §

JoAnn Babish
Jbabish@mtl.org

From the CE Committee

Many interesting CE course suggestions were made on the evaluations of the Mini-Medical School session. We hope to consider these ideas in our future planning.

Suggested future CEs:

- The clinical research process; the scientific method; IRBs
- Mini-Med School dealing with surgery, gerontology, immunology, cardiology
- All-day cancer Mini-Medical School
- Medical Technology (including more on PET, MRI, and CT)
- Evidence-Based Medicine
- Ethical issues for medical librarians
- E-journals and e-books
- Malpractice issues
- Medical terminology -use in the real world
- Virtual reference
- Invisible medical web resources

Next MLA Teleconference

The MLA teleconference "Reading Between the Lines: Focusing on Health Information Literacy" will be held September 10, 2003. Learn about the broad range of topics, issues, and people involved in health information literacy; examine roles librarians might play in this arena; identify potential partnerships for future collaboration; and get additional resources about health literacy.

<http://www.mlanet.org/education/telecon/healthlit/index.html>

The Quint Meeting

The following list reflects the CE classes tentatively scheduled for the Quint Meeting to be held from October 26-28 in Philadelphia. We hope to offer a wide array of courses in order to satisfy the needs and interests of many meeting attendees.

Sunday, October 26, 2003

Full Day Class

Copyright in the Digital Age

Instructor: Laura Gasaway, Director, Law Library/ Professor of Law,
University of North Carolina

Receive an overview of the current status of U.S. copyright law and its impact on library services. The emphasis will be on the copyright status of print, audiovisual, computer programs, databases, electronic journals, the Internet, and Web. Copyright law basics, potential uses of copyrighted works in libraries, and formulating institutional and organizational copyright policies will be discussed.

Time: 8:30am-5:30pm

Date: Sunday, Oct. 26, 2003

Place: Hotel

Half Day Classes

Consumer Health Information and Low Literacy Clients: Partnerships and Solutions

Instructor: Kay Hogan Smith, MLS, AHIP, Coordinator for the Health InfoNet of Alabama, UAB Lister Hill Library of the Health Sciences, University of Alabama

When it comes to providing consumer health information for clients with low reading skills (and their healthcare providers), it is generally agreed that, while the need is great, so are the barriers, and low literacy resources are definitely limited. The good news is, this picture is gradually changing. With more resources becoming available, together with creative and collaborative approaches toward providing consumer health information to this population, we can make a difference! This class will address the need for including low literacy clients and resources in consumer health information (CHI) service plans; address some of the issues and barriers involved in attempting to provide such services; and develop a working knowledge of approaches and resources for providing health information services to low literacy clients, with a focus on collaborating with other entities attempting to serve this population.

Time: 8am-12pm

Date: Sunday, Oct. 26, 2003
Place: Hotel

Molecular Biology and Genetics for Librarians

Instructor: Kristine Markovich Alpi, Library Manager, Public Health Library,
New York City Department of Health & Mental Hygiene.

Basic concepts in molecular biology and genetics, including DNA structure and function, transcription, translation, mutation, and gene therapy will be covered in this class. Vocabulary and search terminology (MeSH) will be reinforced and participants will be introduced to a variety of basic print and electronic resources available in the areas of molecular biology and genetics. The class will be taught through a combination of lecture, demonstration, and interactive group exercises. This class is relevant for librarians serving molecular researchers at academic institutions, research centers, hospitals, and industry (e.g., biopharmaceutical/biotechnology.)

Time: 1pm-5pm
Date: Sunday, Oct. 26, 2003
Place: Hotel

Super Searcher/ Searching the Web (computer lab)

Instructors: Bryan S. Vogh, Technology Coordinator, NN/NLM SE/A Region,
University of Maryland; Denise O'Shea, NN/LM Middle Atlantic Region, The
New York Academy of Medicine

The class focuses on the advanced search features and the cutting edge of searching. Participants will use various search engines, compare the features and utility of each and develop search strategies that increase the precision and scope of searching. The students will have discussions, exercises and view short presentations as a part of the class. The class includes discussions of web search engines, indexes and hybrids of the two, commercialism and how it influences searching and topics suggested by the participants.

Time: 1pm-5pm
Date: Sunday, Oct. 26, 2003
Place: Thomas Jefferson University

Web Usability: Making Content Easy to Find (computer lab)

Instructor: Bryan S. Vogh, Technology Coordinator, NN/NLM SE/A Region,
University of Maryland

Usability rules the web. If a patron can't navigate your website, then he or she will not use your library to find information. The rest of the Internet is only a mouse click away. Participants in this four-hour workshop will learn how to conduct usability studies without expensive consultants, how to create accessible web

pages, and how to apply design simplicity to their Web site. Workshop topics include integration of diverse resources, library websites as components of institutional websites, and Internet vs. intranet design.

Time: 8am-12pm

Date: Sunday, Oct. 26, 2003

Place: Thomas Jefferson University

Using Evidence-Based Medicine Databases (computer lab)

Instructor: Mignon Adams, Library Director, J. W. England Library, University of the Sciences in Philadelphia

Medical schools have emphasized evidence-based medicine for at least twenty years. However, it's only been in the last several years that newly developed databases have made it possible to easily find the best evidence. Databases such as the Cochrane Library and its constituent parts (DARE, CCRCT, Database of Systematic Reviews) are easy to use once it's understood how and why they're created. Participants will have ample time to practice their use and will also learn about EBM databases available at no cost on the Internet.

Time: 1pm-5pm

Date: Sunday, Oct. 26, 2003

Place: University of the Sciences in Philadelphia

Tuesday, October 28, 2003

Half Day Classes

Create Your Own Customized Marketing Plan to Target Your Info Center's Customers

Instructor: Kathy Dempsey, Editor, *Computers in Libraries* and Editor, *Marketing Library Services*, Information Today, Inc.

If you just can't find the time or inspiration to start an organized marketing program, then this course is for you. It will start by reviewing the basic terms and definitions of marketing, and move quickly to discussing the tools you'll need for success. Then, through instruction, group discussion, and brainstorming, you'll create a marketing plan. Each individual will be given a basic outline and will fill in sections throughout the afternoon to end up with a customized marketing plan to take back to work. Best practices, hot tips, and interesting ideas will be sprinkled throughout the program.

Time: 1:30pm-5:30pm

Date: Tuesday, Oct. 28, 2003

Place: Hotel

Fund Raising is Everyone's Job

Instructor: Leslie Marqua, Assistant Director for Fund Raising and Development, Health Sciences and Human Services Library, University of Maryland

Everyone is a fund-raiser, regardless of his or her job description. Philanthropy is relationship-driven and every person who has contact with non-staff becomes a part of the fund raising process. Topics that will be covered in this class include how not to raise money, why fundraisers aren't the best fundraisers, de-mystifying the step-by-step process of raising money, identifying prospects, building the donor relationship, asking, and stewardship. This will be an interactive class.

Time: 1:30pm-5:30pm

Date: Tuesday, Oct. 28, 2003

Place: Hotel

Introduction to Information Ethics

Instructor: Toni Carbo, Professor, School of Information Sciences and Graduate School of Public and International Affairs University of Pittsburgh

The workshop will consist of an introductory presentation on Information Ethics, and the presentation and discussion of Information Ethics issues (e.g., understanding and working with people; access issues, including privacy protection, HIPAA, and security; cultural issues; ownership/quality/integrity of content; preservation/removal/exclusion of information; and trust of individuals, content, and organizations). It will also include a discussion of MLA's Code of Ethics and other codes and will use a model to work through problems and questions. Participants will work within groups on resolving questions and problems and reconvene to discuss the problem-solving process and the issues. Selected readings will be required in advance of the workshop.

Time: 1:30pm-5:30pm

Date: Tuesday, Oct. 28, 2003

Place: Hotel §

Dan Kipnis
Education & Credentialing Committee Chair
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The TechnoHumanist Corner

An African monkey is brought into the United States, and within 24 hours each person who has handled the animal presents with flu-like symptoms and dies within days. Everyone who comes in contact with infected people also develops these symptoms and suffers the same fate. Is this SARS or Monkeypox? Is this fact or fiction? This

mysterious killer is neither SARS nor Monkeypox; it is the "Motaba Virus." "Motaba Virus" is the deadly, *fictitious* pathogen which devastates the town of Cedar Creek, California, in the movie *Outbreak*. Although movies try to imitate Life, these days it seems like Life is imitating Art. Both the movies and the outbreaks of SARS and Monkeypox are reminders that rapid transportation has shrunk the world, making us more vulnerable than ever before. However, one of the best sources of protection is information. Fortunately, the Internet provides quick access to information that may allow us to plan and protect ourselves. If you are interested in or have concerns about SARS, here are some sites to visit.

An excellent starting point is the *Open Directory's Project, Health: Conditions and Diseases: Respiratory Conditions: SARS – See:*

(http://dmoz.org/Health/Conditions_and_Diseases/Respiratory_Conditions/SARS/).

The *Open Directory's Project* SARS site has links of interest to clinicians, researchers, and the general public. Included are links to government organizations, such as the CDC, WHO, National Institute of Allergy and Infectious Diseases, Armed Forces Institute of Pathology (<http://www.afip.org/Departments/Pulmonary/SARS/>), and MEDLINEplus: Severe Acute Respiratory Syndrome

(<http://www.nlm.nih.gov/medlineplus/severeacuterespiratorysyndrome.html>). The site also points to information from the Public Health Departments of countries and areas such as Australia, Taiwan, Toronto, and Hong Kong.

MEDLINEplus: Severe Acute Respiratory Syndrome should be one of the sites you visit. Although *MEDLINEplus* mainly targets the general public, its *SARS* site includes information for both health professionals and the general public. It provides SARS information in several Asian and European languages. A preponderance of information comes from the CDC and could be located on its site; however, users will find it easier to find the same information via *MEDLINEplus*. *MEDLINEplus* uses clearer, more understandable information categories. For example, parents concerned about the dangers of SARS affecting their children, can locate relevant information under the topic, "Children." Information about preventing SARS is located under "Prevention/Screening," and the "General/Overviews" category provides basic SARS information.

One of the more interesting links on the *Open Directory* page is *SARS Watch Org* (<http://www.sarswatch.org/>). This site was created and is maintained by a non-health professional, Tim Bishop, a very talented individual with an engineering background, who has spent a lot of energy assembling excellent resources on SARS. *SARS Watch Org* is a weblog of news, analysis, and resources, including a discussion group, first person weblogs by people in SARS regions, and links to authoritative sources such as the *Washington Post*, *New York Times*, Health Canada, and the American College of Emergency Physicians. This site is worth visiting not only because it provides a good starting point, but also because it shows what an interested, capable individual can accomplish on the World Wide Web.

Also noteworthy is the *New England Journal of Medicine: Severe Acute Respiratory Syndrome (SARS)* site: (http://content.nejm.org/early_release/sars.dtl). This is a

collection of full text articles on Severe Acute Respiratory Syndrome (SARS), provided free in PDF format by *NEJM*. Many of the articles, published in past issues of the journal, are now contained in this special collection.

For the most authoritative SARS sites, go to the SARS pages of the Centers for Disease Control and Prevention and the World Health Organization. These two organizations have played leading roles in responding to SARS outbreaks. They provide the quality information, with timely updates, that we have come to expect of these groups.

The CDC's *Severe Acute Respiratory Syndrome*

(<http://www.cdc.gov/ncidod/sars/index.htm>) web site has information available in various languages, e.g., French, Spanish, Japanese, Korean, and forms of Chinese, and in different formats such as PDF, PowerPoint, and webcasts. Information is organized under two broad categories: "Information for Specific Groups & Settings" and "Specific Topics." The first category contains basic information for the general public, as well as information for clinicians, patients, travelers, the workplace, and other settings. The audience for the category, "Specific Topics," is health professionals. This section provides information on topics such as diagnosis and evaluation, infection control, quarantine, treatment, etc.

The other authoritative SARS site is the *WHO Severe Acute Respiratory Syndrome (SARS)* (<http://www.who.int/csr/sars/en/>) page. While the SARS information on the CDC site primarily focuses on the United States, the World Health's Organization SARS site monitors the world. It was developed under the auspices of the Department of Communicable Disease Surveillance & Response (CSR), which is similar to its U.S. counterpart, the CDC. For overseas travelers, the "Travel" section provides updates and advisories on SARS in various countries. These updates contain information about SARS outbreaks, as well as information relevant to specific regions or countries. The WHO SARS site will also indicate where there is exit screening for international travelers and suggest whether travel to a particular country or region should be postponed. In addition, it provides recommendations for the passenger carriers, i.e., ships and airlines, about preventing and controlling probable cases of SARS. This is an important site for anyone planning to travel overseas.

Please visit these sites for more information on Severe Acute Respiratory Syndrome (SARS). I started the column by mentioning Monkeypox and movies. For information on Monkeypox, visit the CDC Monkeypox site (<http://www.cdc.gov/ncidod/monkeypox/>) and your State Public Health Department web site. On a lighter note, to find information about your favorite movies, directors, and movie stars, visit *The Internet Movie Database* (<http://www.imdb.com/>). Until next time, I'll CU at the movies.

For any questions, comments, or suggestions about this column or future topics, please contact me.

Carlos Rodriguez
rodrigue@pobox.upenn.edu

Calendar

REMEMBER!!! DON'T MISS IT!!!

QuintEssential Conference at Philadelphia's Society Hill Sheraton.

Jointly sponsored by regional chapters of MLA: Phila., Mid-Atlantic, NY-NJ, & Pittsburgh; and Philadelphia Chapter, SLA.

October 26, 27, 28, 2003

Watch for information at <http://www.mlaphil.org/quint.html>

DIALOG training workshops

Location: West Group Information Center, 1735 Market St., Suite 1600, Philadelphia, PA 19103

Information & Class Schedules: 215-981-0243 or 800-334-2564 or

http://training.dialog.com/sem_info/calendar/penn.html

The following are scheduled from 9:00 AM to Noon:

6/25 & 8/4 Basic skills review for classic Dialog searchers.

7/23 Developing Dialog searching expertise, Pts. 1 & 2: Fast start & Intermediate.

8/13 Company intelligence seminar.

8/18 Developing patent research expertise, Pt. 3: Prior art searching for patent prosecution

8/27 Search basics using DialogWeb.

July 12 - 16

AMERICAN ASSOCIATION OF LAW LIBRARIES; 96th ANNUAL MEETING & CONFERENCE

Location: Seattle, Washington

Information & Registration: <http://www.aallnet.org/events/>

September 8 - 9

WEBSEARCH UNIVERSITY

Producer: Information Today, Inc., Medford, NJ

Location: Hilton Washington

1919 Connecticut Ave., NW

Washington, DC 20009

Phone: 202-483-3000

Cost: \$495.00 Advance Registration until Aug. 15; Regular Registration is \$595.00

Course Descriptions & Registration: <http://www.websearchu.com/>

October 2 - 5

LITA NATIONAL FORUM 2003 [Library & Information Technology Association]

Sponsor: LITA, a division of ALA

Location: Sheraton Norfolk Waterside Hotel, Norfolk, VA

Deadline: Sept. 19, 2003

Information & Registration:

http://www.ala.org/LITATemplate.cfm?Section=LITA_Events_and_Programs

October 19 - 22

HUMANIZING INFORMATION TECHNOLOGY; FROM IDEAS TO BITS & BACK;
2003 ASIS ANNUAL MEETING

Sponsor: American Society for Information Science & Technology

Location: Long Branch, CA

Information & Registration: <http://www.asis.org/Conferences/AM03/index.html>

Drexel University College of Information Science & Technology

Location: Drexel University, 3141 Chestnut St., Philadelphia, PA 19104

Information: For course information call 215-895-2474 or <mailto:info@cis.drexel.edu>

PALINET Workshops

Location: PALINET, 3000 Market St., Suite 200, Philadelphia, PA
(215) 382-7031.

Fall 2003 programs will soon be announced at <http://www.palinet.org/>

Treasurer's Report

The Philadelphia Regional Chapter/MLA Citizen bank account, as of June 6, 2003, has a balance of \$17,332.32 with all transactions recorded in a Quicken database. §

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